

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Previously Presented) A method of providing geographic-based promotion information to a computing device operated by a user, the method comprising:

receiving a geographic location of the computing device from the computing device;

selecting promotion information dependent upon the geographic location of the computing device; and

transmitting the promotion information to the computing device after said selecting.

2. (Original) The method of claim 1,

wherein said selecting promotion information comprises selecting the promotion information dependent upon a profile of the user.

3. (Original) The method of claim 2, further comprising:

wherein the profile indicates the promotion information is desired by the user.

4. (Original) The method of claim 1,

wherein said selecting promotion information comprises selecting the promotion information dependent upon past transactions of the user.

5. (Original) The method of claim 1,

wherein the promotion information comprises promotions of a first provider of goods and/or services proximate to the geographic location of the computing device.

6. (Original) The method of claim 1,

wherein the promotion information comprises an advertisement.

7. (Original) The method of claim 6,
wherein the advertisement comprises information regarding goods or services proximate to the geographic location of the computing device.

Claim 8 (Cancelled)

9. (Previously Presented) The method of claim 1,
wherein an access point communicates with the computing device, the method further comprising:

the access point providing the geographic location of the computing device to the computing device.

10. (Original) The method of claim 1,
wherein the computing device is a portable computing device.

11. (Original) The method of claim 1,
wherein said transmitting comprises transmitting the promotion information to the computing device in a wireless fashion.

12. (Original) The method of claim 1,
wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;
wherein said selecting promotion information comprises selecting the promotion information dependent upon the geographic location of the access point.

13. (Original) The method of claim 12,
wherein said selecting promotion information comprises selecting the promotion information dependent upon past transactions of the user.

14. (Original) The method of claim 12,

wherein said selecting promotion information comprises selecting the promotion information dependent upon a profile of the user.

15. (Original) The method of claim 12,
wherein the geographic location of the access point is determined by accessing a management information base (MIB), wherein the MIB comprises information including the geographic location of the access point.

16. (Original) The method of claim 15,
wherein the access point stores a portion of the MIB, wherein the portion comprises information including the geographic location of the access point.

17. (Original) The method of claim 12,
wherein the geographic location of the access point is determined by its proximity to another geographic location.

18. (Original) The method of claim 12,
wherein the access point is a wireless access point, wherein the wireless access point and the computing device communicate in a wireless fashion.

19. (Original) The method of claim 12,
wherein said receiving and said selecting are performed by a server computer system coupled to a network.

Claim 20 (Cancelled)

21. (Previously Presented) A method of providing geographic-based advertisement information to a computing device operated by a user, the method comprising:

receiving a geographic location of the computing device from the computing device;

selecting advertisement information dependent upon the geographic location of the computing device; and

transmitting the advertisement information to the computing device after said selecting.

22. (Original) The method of claim 21,
wherein said selecting advertisement information comprises selecting the advertisement information dependent upon a profile of the user.

23. (Original) The method of claim 21,
wherein said selecting advertisement information comprises selecting the advertisement information dependent upon past transactions of the user.

24. (Original) The method of claim 21,
wherein the advertisement information comprises information regarding goods or services proximate to the geographic location of the computing device.

25. (Original) The method of claim 21,
wherein the advertisement information comprises a promotion.

Claim 26 (Cancelled)

27. (Original) The method of claim 21,
wherein the computing device is a portable computing device.

28. (Original) The method of claim 21,
wherein said transmitting comprises transmitting the promotion information to the computing device in a wireless fashion.

29. (Original) The method of claim 21,

wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon the geographic location of the access point.

30. (Original) The method of claim 29,

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon at least one of past transactions of the user or a profile of the user.

31. (Original) The method of claim 29,

wherein the geographic location of the access point is determined by accessing a management information base (MIB), wherein the MIB comprises information including the geographic location of the access point.

32. (Original) The method of claim 21,

wherein said receiving and said selecting are performed by a server computer system coupled to a network.

Claims 33-86 (Cancelled)

87. (Previously Presented) A carrier medium for carrying signals in a geographic-based promotion system, wherein the carrier medium is operable to carry:

a geographic location of a computing device, wherein the computing device is operated by a user; and

promotion information which is provided to the computing device, wherein a content of the promotion information is dependent upon the geographic location of the computing device and past transactions of the user.

Claim 88 (Cancelled)

89. (Previously Presented) The carrier medium of claim 87,
wherein the content of the promotion information is dependent upon a profile of
the user.

90. (Original) The carrier medium of claim 87,
wherein the computing device is a portable computing device.

91. (Previously Presented) A carrier medium for carrying signals in a geographic-
based advertisement system, wherein the carrier medium is operable to carry:

a geographic location of a computing device, wherein the computing device is
operated by a user; and

advertisement information which is provided to the computing device, wherein a
content of the advertisement information is dependent upon the geographic location of
the computing device and past transactions of the user.

Claim 92 (Cancelled)

93. (Previously Presented) The carrier medium of claim 91,
wherein the content of the advertisement information is dependent upon a profile
of the user.

94. (Original) The carrier medium of claim 91,
wherein the computing device is a portable computing device.

Claims 95-109 (Cancelled)

110. (Previously Presented) A carrier medium comprising program instructions
for providing advertising, wherein the program instructions are computer-executable to
implement:

receiving a geographic location of a computing device from the computing
device;

transmitting advertisement information to the computing device, wherein a content of the advertisement information is dependent on the geographic location of the computing device.

Claims 111-149 (Cancelled)

150. (Previously Presented) An advertisement provider system for providing geographic-based advertisement information for a computing device, the system comprising:

- a processor;

- a memory coupled to the processor, wherein the memory stores program instructions which are executable by the processor to:

- receive a geographic location of a computing device;

- receive identity information of a user of the computing device;

- select advertisement information dependent upon the geographic location of the computing device and the identity information of the user; and

- transmit said advertisement information to a network, wherein said advertisement information is operable to be transmitted to the computing device via the network.

Claim 151 (Cancelled)

152. (Previously Presented) The advertisement information provider system of claim 150,

- wherein the identity information of the user indicates a profile of the user;

- wherein said advertisement information is dependent upon the profile of the user.

153. (Previously Presented) The advertisement information provider system of claim 150,

- wherein the identity information of the user indicates past transactions of the user;

wherein said advertisement information is dependent upon the past transactions of the user.

Claim 154 (Cancelled)

155. (Original) The advertisement information provider system of claim 150, wherein said advertisement information comprises advertising related to goods or services.

156. (Original) The advertisement information provider system of claim 150, wherein said advertisement information includes a promotion.

157. (Original) The advertisement information provider system of claim 150, wherein the computing device is a portable computing device.

Claim 158 (Cancelled)

159. (Original) The advertisement information provider system of claim 150, wherein the geographic location of the computing devices includes a geographic location of an access point communicating with the computing device.

160. (Previously Presented) A promotion provider system for providing geographic-based promotion information for a computing device, the system comprising:

a processor;

a memory coupled to the processor, wherein the memory stores program instructions which are executable by the processor to:

receive a geographic location of a computing device;

receive identity information of a user of the computing device;

select promotion information dependent upon the geographic location of the computing device and the identity information of the user; and

transmit said promotion information to a network, wherein said promotion information is operable to be transmitted to the computing device via the network.

Claim 161 (Cancelled)

162. (Previously Presented) The promotion information provider system of claim 160,

wherein the identity information of the user indicates a profile of the user;
wherein said promotion information is dependent upon the profile of the user.

163. (Previously Presented) The promotion information provider system of claim 160,

wherein the identity information of the user indicates past transactions of the user;
wherein said promotion information is dependent upon the past transactions of the user.

Claims 164-166 (Cancelled)

167. (Original) The promotion information provider system of claim 160,
wherein the computing device is a portable computing device.

Claim 168 (Cancelled)

169. (Original) The promotion information provider system of claim 160,
wherein the geographic location of the computing devices includes a geographic location of an access point communicating with the computing device.

Claims 170-195 (Cancelled)

196. (Previously Presented) The method of claim 1,

wherein said receiving the geographic location of the computing device from the computing device comprises receiving the geographic location of the computing device through a network;

wherein said transmitting the promotion information to the computing device comprises transmitting the promotion information to the computing device through the network.

197. (Previously Presented) The method of claim 21,

wherein said receiving the geographic location of the computing device from the computing device comprises receiving the geographic location of the computing device through a network;

wherein said transmitting the advertisement information to the computing device comprises transmitting the advertisement information to the computing device through the network.

198. (Previously Presented) The carrier medium of claim 110,

wherein said receiving the geographic location of the computing device from the computing device comprises said receiving the geographic location of the computing device through a network;

wherein said transmitting the advertisement information to the computing device comprises transmitting the advertisement information to the computing device through the network.

199. (Previously Presented) The carrier medium of claim 110, wherein the computing device is a portable computing device.

Claims 200-203 (Cancelled)

REMARKS

Applicant is in receipt of the Office Action mailed July 20, 2005. Claims 52-54, 56-60, 62-66, 68-78, 80, 81, 83-86, 95-97, 99-102 and 200-203 have been cancelled. Thus, claims 1-7, 9-19, 21-25, 27-32, 87, 89-91, 93, 94, 110, 150, 152, 153, 155-157, 159, 160, 162, 163, 167, 169 and 196-199 remain pending in the case. Further consideration of the present application is respectfully requested in light of the following remarks.

Continuation Data

The Office Action noted that the application claims benefit of earlier applications and must contain a specific reference to the prior application(s). Applicant notes that in the original transmittal letter of the application, mailed on February 11, 2004, paragraph 11 included an amendment to the specification to include the proper continuation data. Applicant hence respectfully submits that the application has previously been amended to contain this continuation data. If the Amendment submitted in this transmittal letter is deficient for any reason, Applicant will provide another amendment to insert this continuation data.

Rejections

Various claims in the present application were allowed, and various other claims were rejected. Applicant respectfully disagrees with various of the rejections. However, in order to expedite prosecution, Applicant has amended the present application to accept the allowed subject matter indicated in the Office Action. Thus Applicant submits that all pending claims are allowable.

While Applicants have accepted the allowable subject matter, please note that Applicant reserves the right to file a continuation of the instant application to further pursue claims canceled in this response that Applicant believes patentably distinguish over the cited prior art.